October 13, 2025

FRESH PICKS



From **butternut** and **acorn** to **kabocha** and **spaghetti**, each squash variety brings its own unique taste and texture to the table. Whether roasted, mashed, or pureed, winter squash adds warmth and richness to any dish.

Beyond its versatility, **winter squash** is loaded with nutrients that support immune health and overall wellness. Stock up today for the freshest, highest-quality winter squash and bring the best of the season to your kitchen.



Both berry and wet vegetable markets are facing worsening conditions in the coming weeks, with tight supplies, high prices, and limited availability. Weather challenges, pest pressure, and upcoming storms in California and Arizona are making the transition especially difficult. We are entering a volatile and unpredictable stretch and will provide updates as needed.





Fruit Update

Apples & Pears: Apple season is still going strong! All major varieties are in production, and volume is steady. **Honeycrisp** is reporting especially high yields. The outlook for this apple season remains great. For now, prices are firm, and quality is good.

The California bartlett, bosc, and red pear seasons are steadily continuing. We are seeing much better conditions for pears after months of tight supply. While the start of the California and Washington seasons have helped ease market conditions, prices are still holding firm as demand is strong.

The California avocado Avocados: season continues to provide volume, but is slowing down and expected to end soon. Sizes are continuing to peak around 48 ct. and 60 ct. Prices will remain firm as both domestic and imported supply is slowing. Quality is good.

Berries: Blackberry supply is currently coming from Central Mexico, Baja, and California. Prices are firming up, and quality is good. Conditions are expected to hold into this week and next, as volume continues to hold steady and is meeting demand.

Blueberries continue their transition. The California and Washington seasons have officially come to an end. Crop is now coming from Peru, and Mexican supply has entered the market this week. Supply is still tight, though. Expect prices to remain firm this week and through mid October. Quality is fair.

Raspberry supply is currently coming from Central Mexico, Baja, and California. Volume is holding steady, and prices remains low due to low demand. Conditions are expected to hold again this week and into next. Quality is about average.

Strawberries are approaching the end of their season in Salinas and Watsonville. Additionally, Santa Maria has experienced both rain and high temperatures, impacting crop. Expect prices to remain firm into this week due to reduced yields. For now, quality is good. Conditions are still tight this week.

<u>Citrus:</u> Lemons are currently coming from the Ventura and Southern California regions. 140 ct. and smaller size crop are continuing to be extremely hard to find. Prices are holding firm due to lighter production and high demand. Quality is good.

Limes are steady. Medium size crop is becoming more readily available than weeks past. Expect conditions to remain steady again this week. Quality is good.

Valencias remain the main orange variety available, and there are about three weeks left in the season. Fruit continues to peak on 72 ct. Prices are steady along with demand. Quality is good. Navel season is anticipated to begin before the end of October.

Grapes: Grapes continue to experience good conditions. The California season is in full production, and both reds and greens are experiencing a great harvest. Prices are low, volume is high, and quality is great.

Melons: Cantaloupe and honeydew conditions are holding firm as yields were impacted by rainy weather. Prices are firm, and quality is good.

Watermelon supply is slowing. Prices are firm, and quality is good.

Tomatoes: Tomato volumes continue holding steady. Crop is coming from both California and Mexico. The California season will be ending in a few weeks, though. Prices are holding firm, and quality is good.













Vegetable Update

Asparagus: Asparagus conditions remain tight as supply is down due to a recent tropical storm in Mexico and limited imports from Peru. Pricing is firm. Quality is good. Expect conditions to remain tight again this week and into next. Relief is not expected for several weeks.

Bell Peppers: Conditions for both red and green bell peppers are holding steady. Supply and demand are holding, keeping prices firm. Quality is excellent. Crop is going to transition to the Coachella region later this month. Expect conditions to remain steady again this week.

Broccoli & Cauliflower: Broccoli conditions are tight again this week. Crop has been impacted by insects, particularly in Santa Maria and Monterey. Rainy weather has also impacted production. Supply is down, and quality is average. Expect prices to remain elevated as supply recovers. Some relief is expected by the end of the week.

Cauliflower is also being impacted by insects and weather. While supply is steady, demand is strong, and some quality issues are being reported. Prices are holding firm and will remain firm again through the week. Crop is currently coming from the Salinas and Santa Maria regions.

Brussel Sprouts: Brussel sprouts are also still experiencing tight conditions this week due to insect damage. While production out of the Salinas region has helped provide some volume, prices are trending higher due to limited supply and high demand. Expect tight conditions again for the week.

Carrots: Carrots continue their slow and steady conditions again this week. Supply is steady, as is demand, and prices are also, once again, steady! Quality is excellent. Conditions are expected to hold through this week and the next week.

<u>Celery:</u> Celery conditions are firm. Volume is currently coming from the Oxnard region. Crop is skewing smaller in size, making larger sizing more limited. Overall quality is good, but some issues have been reported. Prices are still firm this week.

Cucumber: Cucumber production remains steady this week. Baja is still the primary growing region, but crop will soon transition to Central Mexico. Prices are firm as the transition approaches. Quality is good.

<u>Lettuces:</u> Iceberg conditions remain tight as crop has been impacted by weather. Demand and quality issues are also keeping prices firm. Weights are averaging 35-40 lbs. Expect prices to remain tight due to limited supply and increased demand. Quality issues are being reported.

Conditions are also tight for romaine, and green and red leaf lettuces. Demand is keeping prices firm, and quality issues have also been reported due to warm temperatures. Crop is currently coming from Salinas. Expect tight conditions this week.

Tender leaf lettuce supplies are steady. Crop is currently coming from Oxnard and Mexico. Prices are holding firm. Quality is fair.

Onions & Potatoes: Onions continue coming from the Washington and Idaho regions. Prices are trending lower as steady conditions are expected again this week. Quality is good.

Green onions are experiencing tight conditions as crop has been impacted by weather in Mexico. Expect prices to remain firm. Quality is average.

Potatoes are continuing to experience steady conditions. Supply is steady, prices are firm, and quality is excellent.













Quick Directions:

Whisk honey, lemon, olive oil, salt & pepper. Toss arugula with dressing. Add pear slices, feta and walnuts. Serve immediately — bright, crunchy, and seasonal.

STORAGE TIP OF THE WEEK

Keep your broccoli bright and crisp by storing it unwashed in a perforated plastic bag in the refrigerator's crisper drawer. Trapped moisture can cause it to spoil faster, so allow a little airflow for longer freshness.

PRODUCE TRIVIA

Which common "berry" actually isn't a botanical berry?



Answer revealed next week! Answer to last week's riddle: Broccoli has more Vitamin C than an orange and was once called "the Italian asparagus".

DID YOU KNOW?

Carrots weren't always orange! The earliest varieties were purple, yellow, and white. The orange carrot we know today was developed in the Netherlands in the 17th century to honor the Dutch royal family — the House of Orange.

For updated prices and availability, contact us at (916) 441-6431

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